12-1978

A Corporate Headquarters Greenwood Fiber Mills

Walter Heriot Sims Jr.
Clemson University

Follow this and additional works at: https://tigerprints.clemson.edu/arch_tp

Recommended Citation
https://tigerprints.clemson.edu/arch_tp/134

This Terminal Project is brought to you for free and open access by the Non-thesis final projects at TigerPrints. It has been accepted for inclusion in Master of Architecture Terminal Projects by an authorized administrator of TigerPrints. For more information, please contact kokeefe@clemson.edu.
A CORPORATE HEADQUARTERS FOR GREENWOOD FIBER MILLS
A CORPORATE HEADQUARTERS
GREENWOOD FIBER MILLS

by
Walter Heriot Sims, Jr.

A terminal project submitted to the faculty of the College of Architecture, Clemson University in partial fulfillment of the requirements for the degree of

MASTER OF ARCHITECTURE

Committee Chairman

Major Advisor

Head, Dept. Architectural Studies

Dean, College of Architecture

Fall, 1978
Acknowledgments

I would like to express my appreciation to the following people:

Dean Harlan McClure for providing an outstanding educational opportunity and especially for the Genoa Center.

Professor Gayland Wither­spoon for his continued guidance and support.

Professor Frederick G. Roth for serving as committee chairman.

Professors Holschneider and Eflin for their contributions as committee members.

Peter R. Lee, Professor, European guide, committee member, and all-around good friend.

Also special thanks to Sam, Randy, Bob, John, Margaret, Rannah, and Donald for their help and also to Marie Nales, my generous typist.
Table Of Contents

WHO
- Corporate Organization
- Square Footage Relationship
- The Mill Process
- Profile of the Company

WHY
- Project Justification

WHERE
- Location of Greenwood
- Site Considerations
- Site Location
- Site Factors and Analysis

WHAT
- The Architectural Program
- Design Proposal
Greenwood Fiber Mills is a fictitious mill based on an actual one in Greenwood, South Carolina.
WHO
Greenwood Fiber Mills is a producer of threads and cloth.
Square Footage Relationships

- Pres.
  - Eng.
  - Finance
    - Sales
    - Manufacturing
  - Cost
The Mill Process

- Materials are acquired.
  - Cotton
  - Synthetics
- Materials tested & classed.
- Yarn or thread is spun.
- Various cloths are woven and “gray goods” are produced.
- Product is sold to cutter, a producer of sheets, clothes, etc.
Greenwood Fiber Mills is located in Greenwood, South Carolina. They operate plants in Greenwood and five other surrounding cities. Four of the plants produce threads and "gray goods," or unfinished woven cloth, and the fifth is involved in the dyeing and printing of cloths.

The mill process is this. First, raw materials are acquired: cotton from the Mississippi Delta area and from California, and rayon and other synthetic fibers from industrial producers. The materials are tested for quality and then sorted as to what type of cloth they will be used to make. (Percale, muslin, oxford cloth, canvas, etc.)

Then the fibers are spun into yarn (or thread). From this yarn, the appropriate
cloth is woven. This product is called a "gray good" because it is not yet finished.

At this point, the cloth may be sold to a "cutter" who will produce sheets, clothing, or some other finished good. Or, the mill may send the "gray goods" to its own finishing plant where they will be dyed or printed and then sold to a cutter.

The employees of the company are, for the most part, mill workers who are directly involved in the production of cloth. In each plant are white-collar personnel, management, engineers, and secretaries, who work under the supervision of the department heads who are located in the corporate headquarters in Greenwood.

Until recently, the economy of Greenwood was completely dominated by textile mills. The city's growth and, more recently, the
recession have tended to diminish somewhat this dominance. But, the future of Greenwood's economy is still directly related to the manufacturing industry. Greenwood Fiber's position in Greenwood is very secure.
WHY
Greenwood Fiber Mills is in need of a consolidated corporate headquarters.

- offices are presently scattered
- buildings are antiquated
- using plant land needed for expansion and modernization
- full time courier needed for inter-departmental communication
Greenwood Fiber Mills is in need of a corporate headquarters. The executive offices of the company are scattered about near the Greenwood Plant and located in antiquated buildings. The situation has become such that a full-time courier is needed to drive between offices to maintain communication.

It is the desire of the company's leadership to consolidate the executive offices into a facility that will provide better communications between the departments. Improved communications, it is believed, will maximize cooperation between departments and increase the rate of decision-making at the executive level.

The building should project the company image of a benevolent, community-oriented industry that is one of the mainstays of Greenwood's economy. However, the building
need not generate publicity or be used as an advertisement vehicle. All of the mill products are sold to industry. It is the desire of the company to maintain a low profile and be characterized as an industry supportive of charities and community services, not as a commercial entity.
WHERE
Location of Greenwood
Two sites were considered.
Site Considerations-

Urban vs. Suburban

Urban

- civic contribution helps revive downtown
- parking problem is inherent
- higher taxes
- business does not relate to downtown
Site Considerations -

Urban vs. Suburban

Suburban

- quiet atmosphere considered beneficial
- plenty of parking space
- continuity of working style
- near appropriate residential areas
There are two major avenues open to a company wishing to build a consolidated headquarters. One of the ways is to choose a multi-acre tract of land in the suburbs and create a peaceful, park-like setting for the facility. Many large corporations have chosen this method and found it to be very successful. The executives find the peace and quiet very beneficial to their activities. Often times these companies have fled the complexities and hyperactivity of their former downtown, big city offices for just that reason.

The other direction is to choose a downtown site and, in an urban renewal sense, make a civic contribution to the life of a failing downtown area. Or they could, at great cost, acquire property in an already thriving area.
In the case of Greenwood Fiber Mills, there are good arguments for both locations. They already own appropriate downtown and suburban real estate.

The company is of local origin and long established as a charitable and civic minded organization. Downtown Greenwood is in the early stages of re-vitalization, and a corporate headquarters with perhaps professional offices, shops, and restaurants on the lower floors could be of vital influence to spark the further development of the area.

However, downtown there is an inherent parking problem. The executives would be even further from their homes, and, in reality, the business conducted by Greenwood Fiber Mills has nothing to do with downtown. In short, downtown has nothing to offer Greenwood Fiber Mills but higher taxes.
Presently the offices are located in a peaceful residential setting, an area that was formerly a "mill town." Though they are inefficiently scattered in antiquated and inappropriate buildings, the atmosphere is considered beneficial. They would like to get away from the stigma of the "mill town" image and free the plant's land for growth and modernization. It would be a very natural and easy move to relocate in a park-like suburban setting.

The forty-six acre suburban site affords them this opportunity with the added benefits of ample parking space and nearness to residential areas likely to serve as executive dwellings.

For these reasons and those of continuity, the sloping wooded site on the outskirts of town has been chosen.
Location in Greenwood
The Site

- sloping terrain
- heavily wooded
- direct access to highway
- 3.0 miles - 5 min. from downtown
- near residential areas likely to serve as executives' dwellings
- plenty of parking area
Goal

- to design a corporate headquarters for Greenwood Fiber Mills

Objectives

- to create an office complex maximizing efficient interaction of departments and executives
- to maintain relaxed atmosphere
- to present a fitting image
<table>
<thead>
<tr>
<th>Position</th>
<th>Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESIDENT</td>
<td>300</td>
</tr>
<tr>
<td>Sect.</td>
<td>150</td>
</tr>
<tr>
<td>EX. V. P.</td>
<td>300</td>
</tr>
<tr>
<td>Aviation Dept.</td>
<td></td>
</tr>
<tr>
<td>Head pilot</td>
<td>200</td>
</tr>
<tr>
<td>Public Relations</td>
<td></td>
</tr>
<tr>
<td>Director</td>
<td>200</td>
</tr>
<tr>
<td>Sect.</td>
<td>100</td>
</tr>
<tr>
<td>Engineering Dept.</td>
<td></td>
</tr>
<tr>
<td>Head Engineer</td>
<td>200</td>
</tr>
<tr>
<td>Sect. and waiting</td>
<td>200</td>
</tr>
<tr>
<td>Elec. Engineer</td>
<td>150</td>
</tr>
<tr>
<td>Structural Engineer</td>
<td>150</td>
</tr>
<tr>
<td>Cost Dept.</td>
<td></td>
</tr>
<tr>
<td>Head accountant or Mgr.</td>
<td>200</td>
</tr>
<tr>
<td>Asst. Mgr.</td>
<td>150</td>
</tr>
<tr>
<td>Systems writer</td>
<td>150</td>
</tr>
<tr>
<td>5 clerks and filing</td>
<td>600</td>
</tr>
<tr>
<td>V. P. MANUFACTURING</td>
<td>250</td>
</tr>
<tr>
<td>Purchasing Dept.</td>
<td></td>
</tr>
<tr>
<td>Purchasing agent</td>
<td>200</td>
</tr>
<tr>
<td>3 Sect.</td>
<td>100</td>
</tr>
<tr>
<td>4 buyers (pvt. office @ 150)</td>
<td>600</td>
</tr>
<tr>
<td>Sect.</td>
<td>100</td>
</tr>
<tr>
<td>Department</td>
<td>Director</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Print Shop</td>
<td>200</td>
</tr>
<tr>
<td>Technical Services</td>
<td>200</td>
</tr>
<tr>
<td>Division Mgrs.</td>
<td>200</td>
</tr>
<tr>
<td>Research and Development</td>
<td>200</td>
</tr>
<tr>
<td>V. P. FINANCE</td>
<td>200</td>
</tr>
<tr>
<td>Comptroller</td>
<td>200</td>
</tr>
</tbody>
</table>

### Office Space

<table>
<thead>
<tr>
<th>Area</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Machine room</td>
<td>1,500</td>
</tr>
<tr>
<td>Dark room</td>
<td>50</td>
</tr>
<tr>
<td>Office</td>
<td>150</td>
</tr>
</tbody>
</table>

### Division Mgrs.

- Cotton: 200
- Synthetics: 200
- Specialties: 200
- Finishing: 200
- Sect.: 150

### V. P. FINANCE

- Sect.: 150

### Comptroller

- Sect.: 150
- Forecasting and Cash Flow Mgr.: 200
- Asst. Mgr.: 200
- Sect.: 100
Payroll Dept.

Director 200 Sq. Ft.
Sect. 100

Accounting Dept.

Head accountant 200
Asst. 150
Bookkeepers, machines 1,500

Billing and Shipping

Dept. Head 200
Sect. 150
Bull pen for 8 1,000

Data Processing

Mgr. 200
4 Programmers @ 150 600
6 Key punch operators 1,000
Computer room 1,500
Storage (lead lined) 80
Supply closet 30

Communications and Mail 150

(Teletype, Mailroom, Duplicating machinery)

Internal Auditing

Head Auditor 150
Asst. 150
Sect. 150
<table>
<thead>
<tr>
<th>Department</th>
<th>Director (C. P. A.)</th>
<th>Clerk</th>
<th>Sect.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Dept.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V. P. SALES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CORPORATE PERSONNEL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Misc.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>200 Sq. Ft.</th>
<th>150</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>250</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>150</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Employee lounge with vending machines
Lobby for 12-15 people waiting
Switchboard operator and receptionist
Restrooms
Conference room
site concept

a corporate headquarters

greenwood fiber mills
reflected ceiling plan

detail

wall section

technical
Bibliography

"First Phase of Marin County Center Is Completed." Architectural Record, Nov. 1962.

"'The Good Building is one that makes the landscape more beautiful than it was before.'" Architectural Forum, Nov. 1962.


